

MINUTES

MEETING OF: LIBRARY BOARD OF TRUSTEES
DATE OF MEETING: Wednesday, April 21, 2010
PLACE OF MEETING: Library Board Room - 1775 Dove Lane, Carlsbad CA

CALL TO ORDER:

Vice Chair Bob Benson called the meeting to order at 3:55 p.m.

ROLL CALL:

Present: Library Board Trustees Benson, Hulsart, and Swette

Absent: Trustees Bradley and Lignante

Staff Present: Heather Pizzuto, Library Director
Dave Curtis, Deputy Library Director
Suzanne Smithson, Deputy Library Director
Callie Ahrens, Principal Librarian
Jessica Padilla Bowen, Library Community Coordinator
Cheryl Mast, Library Management Analyst
Devin Castel, Library Business Systems Specialist
Marg Kealey, Liaison from NSDCGS

Before proceeding to the next agenda item, Library Director Pizzuto introduced Stacy Wile, the Library's new Business Systems Associate.

APPROVAL OF MINUTES:

By proper motion (Hulsart/Benson) and vote the minutes of the March 17, 2010 meeting of the Library Board of Trustees were approved as submitted.

MONTHLY LIBRARY REPORTS:

Trustee Benson noted the installation of the new door counters at all locations and the increased people count in the monthly statistics and Library Director Pizzuto responded that Library staff has performed some double checking and the counts are accurate.

PROPOSED LIBRARY FINES AND FEES FOR FY2010-11:

Library Director Pizzuto explained that the information presented today was also presented to the Library Board last year. That Board was split over some of the proposals and decided to discuss them individually. The Board's action on the individual items was also split, and a summary of their comments was sent to the City Manager's office. However, the City Council decided not to consider any fee increases for the next fiscal year, thus not taking up the Board's comments.

Library Director Pizzuto further explained that the Library intends to bring these proposed changes forward again with the budget submittal for next fiscal year and therefore is asking for the Board's support to do so.

Management Analyst Mast added that implementation of the proposed fee increases had the potential to generate \$45,000 in additional revenue.

The Trustees chose to follow the same procedure as last year and take each of the four proposed fee increases as separate items.

The motion to approve the increase for the DVD/video game fee (Hulsart/Swette) was followed by a considerable amount of discussion, resulting in a vote of 2-1 opposed (Benson in favor).

Discussion of the other proposed fees resulted in the three Board members present agreeing to continue the item until the next regular board meeting in hopes that all the Trustees will be present.

PROPOSED CHANGES TO LIBRARY RENTAL FACILITIES POLICIES:

Library Director Pizzuto explained that in the merging of the previous media services and programs and graphics divisions into the Community Relations Division, the Library took the opportunity to review the policies relating to the rental of the facilities. Currently, outside organizations are restricted from renting the facility more than twice a month, and the proposed change would give the Library Director the discretion to allow more frequent usage.

The Division Head, Jessica Padilla Bowen, explained that City and Library programs and events can reserve the facilities as far in advance as desired and as frequently as needed, but outside organizations and individuals are only allowed to book the spaces six to eight months in advance. This arrangement allows for City and Library usage to take precedence over the community use of the space. However, she explained, some organizations need to book space more frequently than twice a month, and as the space is often underutilized, it would be beneficial to both the Library and the community to accommodate them.

Library Director Pizzuto added that the proposal to allow for more frequent bookings does not change the original policy regarding usage which was approved by the City Council.

By proper motion (Swette/Hulsart), the Board unanimously approved the change in the policy to allow for the Library Director's discretion in determining the frequency of bookings by outside organizations and individuals.

CREDIT/DEBIT CARD PAYMENTS AT SELF-CHECK:

Library Director Pizzuto reminded the Board that the ability to accept credit/debit cards for the payment of fines and fees at the self-check stations has been an ongoing project as staff worked with the vendor to develop a program to accept payment of fees through the RFID system. This will provide the patrons with an alternative to using a manned station to borrow videos and DVDs and to pay fines.

Business Systems Specialist Castel explained that two major components in developing the process involved complying with requirements of the credit card industry and developing a transaction reporting tool needed by the City Finance Department. The Library is now prepared to offer the service which will require taking all the self-check stations out of use for two days while software and configuration changes are made. The official launch of the service is planned for Wednesday, April 28th, and will be offered at all three Library locations.

Deputy Library Director Curtis then explained to the Board that during the testing period it was discovered that the system would also charge a fee for renewals of DVDs and video games. When the decision to allow on-line renewal of non-fiction DVD's and video games was made, it was not possible to capture the associated fee and the Library has not been collecting it. With the launch of the integrated system to accept the credit/debit card payment, renewing the item will automatically generate the charge and there is no way to suppress the action. Rather than postpone the credit/debit card payment launch or suddenly charge a fee where there was none before, the Library will temporarily require renewal of DVDs or video games to be processed by a Circulation staff member. The staff can renew their items and then cancel the fee.

Library Director Pizzuto added that this is a temporary measure to allow the Library time to look at the impact statistics and possibly reconsider the renewal fee, and would will bring their findings and recommendations back to this Board.

DIRECTOR'S REPORT:

Library Director Pizzuto brought the Board up to date on the following:

Dove Lane entryway improvements - The project is nearly complete and on schedule as the contractor waits for a dry, sunny day to apply the sealant.

Library Recruitment - The recruitment for the Librarian I/II position has closed, interviews completed and a selection made. The Library is waiting for the final approval from Human Resources.

Library Retirement - Senior Librarian Susan Simpson, the Collection Development and Acquisitions Librarian has announced that she plans to retire September 16th after twenty years in that position. The Library will be analyzing the best manner in which to staff that area of work.

Technology update - The Library has purchased a netbook for the Cole Library which will be used in a pilot program to expand the Internet usage there. The netbook will be available for check-out to use in the building and will access the wireless network. Staff is working on developing procedures and security measures.

Downloadable audio books - This project is still waiting for the IT Department to complete the authentication process before we can add the link on our website.

Shopping Center partnership - The Library is participating with the marketing company in a coupon promotion for businesses in the shopping center adjacent to the Dove Lane location.

Electronic bulletin board - The new monitors have been installed at the Dove Lane location to provide Library information in the form of an electronic bulletin board. This method of delivering information has proved very successful at the Cole Library where it was first tested.

Twitter - The City is moving towards the use of more social networking and the Library has a team working on our own Twitter site.

City Staffing - The Finance Director position is vacant as Lisa Irvine has left the City for a new position; and there is a current recruitment for the position of Assistant City Manager with the first review of applications scheduled for next week.

FOUNDATION REPORT:

Trustee Hulsart reporting for the Foundation reminded the Board that the Castles of Carlsbad home tour is scheduled for May 1st and tickets are available at the Library.

FRIENDS OF THE LIBRARY REPORT:

Trustee Hulsart also reporting for the Friends of the Library announced their Better Book Sale is also scheduled for Saturday, May 1st and that both the Friends and the Foundation will be

promoting the other's event. The Garden Club will also have plants for sale at the book sale and the drawing for the quilt will take place that day.

NSDC GENEALOGICAL SOCIETY:

Marge Kealey, Society Liaison to the Board, reported that they sold 120 tickets for the Spring Seminar on DNA and made \$2,000 on the sales. Also covered in her report was a review of upcoming programs, an announcement that the Saturday genealogy classes resumed on April 10th, and that the Society had recently donated a new bookcase for the genealogy section of the Cole Library.

LIBRARY BOARD COMMENTS:

Trustee Benson mentioned an article he read where a Library in Minnesota allowed patrons to volunteer at the Library to work off their fines.

PUBLIC COMMENT:

None.

ADJOURNMENT:

By proper motion (Hulsart/Swette) and vote the meeting was adjourned at 5:01 p.m.

Cissie Sexton
Administrative Secretary